

The Citizen

News from Buck Creek Civitan February 2010

BCC Board

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President

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Miller, President
Elect

Beth Scharding,
Treasurer

Dusti Chuang,
Secretary

Christina Levio,
Pete Morris,
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BCC Online

We're on Facebook!

Official Buck Creek
Civitan Club

We're on Twitter!

@BCCivitan

We're on the Web!

Civitan.net/buckcreek

Busy Spring for BCCivitan

For the last two years, Buck Creek Civitan has been an important player in the Buck Creek Festival. Plan on the same in 2010. Right now, our plan is to work the concession stand on Friday night and into the afternoon on Saturday. If the Buck Creek Festival Committee approves, we'll also have a "half-and-half" raffle (tickets are sold and the winner gets half the proceeds and our Club gets half) and register people to help with the Cahaba River Clean-Up, held there the next weekend. Our work at BCF last year brought \$800 to the Club. *This is money that makes the projects we all talk about possible.*

This year's Buck Creek Festival is May 7 and 8. The following Saturday is the Cahaba River Clean Up. I've heard this is the last year (at least for a while) that this

event will be held in Helena. The Alabama Central District hosts this event. Volunteers remove debris from this beautiful free-flowing river that runs through eight counties in Alabama. Individuals and groups can sign up on the website or at our table at Buck Creek Festival. Find out more at cahabacleanup.org.

Sponsor letters are out for our first Special Education Teacher of the Year and Paraprofessional of the Year awards. We are asking principals and teachers at schools in Helena, Pelham, and Alabaster to nominate their special education teachers and aides. We want to give these hard working women and men a small financial award to use for themselves and a sense that the community cares about their hard work.

Buck Creek Calendar

February 1, Meeting

February 15, Business Meeting

March 1, Meeting

March 22, Meeting (date change)

April 3, Yard Sale, Location TBA

April 24, Camp ASCCA Clean Up

May 7-8, Buck Creek Festival

May 15, Cahaba River Clean Up

Inside Story Headline



Caption describing picture or graphic.

tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

ful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional

While your main goal of distributing a newsletter might be to sell your product or service, the key to a success-

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or

earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top cus-

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture

supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your news-

letter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to



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Caption describing picture or graphic.



Organization

Chuang Family

1422 Whirlaway East
Helena AL 35080

Phone: 205-664-8096
Mobile: 205-422-1694
Email: dchuang@chuang.org

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of

managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of stan-

dard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.